

CASE STUDY

BEARD CZAR

How Conversion Copywriter **Bobbie Maloy**
Helped Beard Czar Earn **\$31.2 Million in Sales**



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“Bobbie understands direct response marketing better than most people in the world. If she’s given the proper access and inclusion into the sales process, the results she can produce are nothing short of extraordinary.”

NATE LIND

Owner of Beard Czar

BEARD CZAR

Beard Czar is a range of products designed to stimulate and enhance the growth and fullness of a man's beard. Launched in 2015, the products were sold and marketed online for 18 months.

HIGHLIGHTS

Challenges

- Needed strategy and messaging to effectively market their new products to a previously untested male audience
- Had a funnel structure in place, but zero sales or marketing copy
- Needed a major win, as the company was about to go under

Solution

- A world-class conversion copywriter who:
 - Conducted thorough and meticulous research
 - Wrote persuasive and high-converting sales page copy
 - Managed the project to integrate copy with page design

Results

- \$31.2 million in sales over the products' 18-month run
- 697,000 opt-ins from sales page
- One company saved

CHALLENGES

Marketing a unique, new product to an untested audience — with make-or-break stakes

When Nate Lind began the process of developing Beard Czar, he was facing a tall task: marketing a hair care product to men. The year was 2015, and men's hair care products — especially men's "beard care" products — weren't yet trendy, with marketers spending far more time targeting women.

But with his business in danger of going under, Nate was in need of a big product win to save his company. He decided his best bet was to take a hair growth product designed for women and re-formulate it to help men grow longer, fuller beards. With the creation of high-potent biotin capsules and a range of non-greasy beard oils, Beard Czar was born.

Nate said he was confident in how to change and re-formulate the product, but he had no clue how to properly market it to men — let alone persuade them to buy.

Because the products themselves were so unique, there were few (if any) other companies or sources to gather inspiration from when creating sales and marketing materials.

And with the future of his company on the line, Nate couldn't afford to get it wrong.

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“I either needed to do this right, or we were going to go out of business,” Nate said.

He knew he needed a conversion copywriter who could take charge of his project and hit him a grand-slam home run.

SOLUTION

A world-class copywriter to dive into the research, position the product, create conversions, and manage the project toward success

After bringing Bobbie onto the project, the research began in earnest. Nate said he was impressed by her process.

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“Bobbie did a tremendous amount of research around men and beards — the psychology around it and the persuasion aspects of it,” Nate said. “She wanted to know what’s in a man’s mind to persuade him to have a thicker, stronger, denser beard, and how that results in him gaining more attention, more self-esteem, and more confidence.”

Bobbie’s research led her to scientific articles, resources that went in-depth on each of the products’ ingredients, and online forums where men discussed their beards.

Committed to the task at hand — and aware of the stakes — Bobbie took every opportunity to jump into the mindset of a man, eager to make the resulting copy resonate as strongly as possible with the target audience.

To do so, she attended beard competitions to talk with beard enthusiasts, as well as spent time at local bars, chatting with the guys to hear their language and understand the nuances of their humor.

She then took all of her research and married it with her knowledge of sales and persuasion, something Nate appreciated.



“Men need a lot of educating in order to do any form of grooming on themselves,” **Nate said.** “I liked that Bobbie has a background in persuasive ideology. She took her research and applied a masculine angle, knowing what the end-user needed to see to validate their impulse-buying decision.”

This led to a sales page that spoke directly to a man’s desires and pain points around his beard, as well as addressed the hesitations that may be keeping him from clicking “buy.”

Nate said an added bonus of Bobbie’s involvement with the sales page creation was her aptitude for project management, a skillset that was very helpful.



“Not only did she do the copywriting, she was also instrumental in overseeing the design,” **Nate said.** “She was basically the project manager who worked directly with the designer. She drove it all — she did the heavy lifting.”

RESULTS

A grand-slam home run indeed

When the sales page went live, Nate loved the finished product — copy, design and all.

What he loved even more? The results.

“When the page launched, Beard Czar was basically an instant success,” Nate said. “And it pretty much stayed like that for the entire 18 months it ran.”

Over the course of those 18 months, the Beard Czar sales page raked in \$31.2 million in sales and acquired 697,000 opt-ins.

Nate says part of that success came from marketing the right product at the right time, but the rest was due to Bobbie and the power of copywriting.

“I was exceedingly pleased with the work she did,” Nate said. “I know how important copywriting is — the persuasion of the written word is the needle that moves sales. The graphics need to be there and the colors and psychology are important as well, but it all starts with the copy.”

Nate said the best thing he did for this project was to give Bobbie full access into the marketing process, a strategy he sees other businesses neglect.

“I see so many people who hire a copywriter and then have a very specific idea of what they want the copywriter to do — like write this headline or work on this one aspect of a project,” **Nate said.** “And then they wonder why they didn’t have a successful campaign.”

“For anyone looking to hire a copywriter — and specifically a copywriter like Bobbie — they will see the most success in allowing them deep inclusion into the sales process.”

Nate noted several reasons why hiring Bobbie was a great move for him.

“She has a thorough understanding of direct response marketing,” Nate said. “Then she supplements that with a deep desire to understand the product she’s selling, and she knows how to address it from the consumer standpoint of what’s in it for them.”

“On top of all that, she’s relentless. She doesn’t like failure — she doesn’t accept failure. Every iteration in the process is just another way to refine and improve.”

Nate doesn’t like failure either, and luckily, his run with Beard Czar — powered by Bobbie’s expert conversion copywriting — got the much-needed win his company needed.

“This campaign saved our company,” **Nate said.** “It was a turning point for us, and — with Bobbie’s help — it all worked out.”

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BEARD CZAR

